

## CLAIMS

What is claimed is:

1           1.       A method comprising:  
2           receiving content information from one or more cached content service providers  
3           for each stored content data file;  
4           allocating line items in an electronic program guide to the one or more cached  
5           content service providers;  
6           merging the content information for display in the electronic program guide; and  
7           charging each of the one or more cached content service providers a  
8           predetermined amount for each allocated line item.

1           2.       The method of claim 1, wherein the allocating the line items further  
2           comprises:  
3           assigning a line item for each stored content data file; and  
4           generating an electronic program guide line item for each stored content data file.

1           3.       The method of claim 1, wherein the allocating the line items further  
2           comprises:  
3           grouping the stored content data file into one or more categories; and  
4           generating a line item in the electronic program guide for each of the one or more  
5           categories.

1           4.       The method of claim 1, wherein the allocating the line items further  
2           comprises:  
3           assigning one line item to each of the one or more cached content service  
4           providers; and  
5           generating an electronic program guide line item for each of the one or more  
6           cached content service provider.

1           5.       The method of claim 1, wherein the stored content data files are one of a  
2           movie, a music file, a video game and computer media.

1           6.       The method of claim 1, further comprising:  
2           negotiating a predetermined amount to charge a cached content service provider  
3 per electronic program guide line item; and  
4           repeating the negotiating the predetermined amount for each of the one or more  
5 cached content service providers.

1           7.       A computer readable storage medium including program instructions that  
2 direct a computer to function in the specified manner when executed by a processor, the  
3 program instructions comprise:  
4           receiving content information from one or more cached content service providers  
5 for each stored content data file;  
6           allocating line items in an electronic program guide to the one or more cached  
7 content service providers;  
8           merging the content information for display in the electronic program guide; and  
9           charging each of the one or more cached content service providers a  
10 predetermined amount for each allocated line item.

1           8.       The computer readable storage medium of claim 7, wherein the program  
2 instruction of allocating the line items further comprises:  
3           assigning a line item for each stored content data file; and  
4           generating an electronic program guide line item for each stored content data file.

1           9.       The computer readable storage medium of claim 7, wherein the program  
2 instructions of allocating the line items further comprises:  
3           grouping the stored content data files into one or more categories; and  
4           generating a line item in the electronic program guide for each of the one or more  
5 categories.

1           10.     The computer readable storage medium of claim 7, wherein the program  
2 instructions of allocating the line items further comprises:

3           assigning one line item to each of the one or more cached content service  
4 providers; and

5           generating an electronic program guide line item for each of the one or more  
6 cached content service provider.

1           11.     The computer readable storage medium of claim 7, wherein the stored  
2 content data files are one of a movie, a music file, a video game and computer media.

1           12.     The computer readable storage medium of claim 7, wherein the program  
2 instructions further comprise:

3           negotiating a predetermined amount to charge a cached content service provider  
4 per electronic program guide line item; and

5           repeating the negotiating the predetermined amount for each of the one or more  
6 cached content service providers.

1           13.     An apparatus, comprising:

2           a processor having circuitry to execute instructions;

3           a communications interface coupled to the processor, the communications  
4 interface to broadcast data to one or more client systems, and to receive data from the one  
5 or more client systems;

6           a display device;

7           a storage device coupled to the processor, having sequences of instructions stored  
8 therein, which when executed by the processor cause the processor to:

9           receive content information from one or more cached content service providers  
10 for each stored content data file,

11          allocate line items in an electronic program guide to the one or more cached  
12 content service providers,

13          merge the content information for display in the electronic program guide via the  
14 display device, and

15          charge each of the one or more cached content service providers a predetermined  
16 amount for each allocated line item.

1           14.     The apparatus of claim 13, wherein the instruction to allocate the line item  
2 further causes the processor to:  
3           assign a line item for each stored content data file; and  
4           generate an electronic program guide line item for each stored content data file.

1           15.     The apparatus of claim 13, wherein the instruction to allocate the line item  
2 further causes the processor to:  
3           group the stored content data files into one or more categories; and  
4           generate a line item in the electronic program guide for each of the one or more  
5 categories.

1           16.     The apparatus of claim 13, wherein the instruction to allocation the line  
2 item further causes the processor to:  
3           assign one line item to each of the one or more cached content service providers;  
4 and  
5           generate an electronic program guide line item for each of the one or more cached  
6 content service providers.

1           17.     The apparatus of claim 13, wherein the stored content data files are one of  
2 a movie, a music file, a video game and computer media.

1           18     The apparatus of claim 13, wherein the processor is further caused to:  
2           negotiate a predetermined amount to charge a cached content service provider per  
3 electronic program guide line item; and  
4           repeat the negotiating the predetermined amount for each of the one or more  
5 cached content service providers.